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Extension Service Review



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USING THE COMMUNITY MEETING TO TELL THE EXTENSION STORY

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WASHINGTON, D. C.

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Extension Service Review

VOL. 1

WASHINGTON, D. C., DECEMBER, 1930

No. 8

Extension's Opportunity in Adult Education

T. B. SYMONS, Director, Maryland Extension Service

AMONG the many great changes that have taken place in comparatively recent years, there is none more significant or more far reaching than the change in education. So great is this change that it has not only involved the methods employed but has amounted to no less than a revolution in the general conception of what an education really is and what it means to be educated.

It is not necessary to think back many years to the time when an education was quite generally looked upon as something that was only for a favored few and was intended to fit persons for the so-called "learned professions," such as medicine, law, ministry, teaching, and the like. It is not putting it too strongly to say that only a very few years ago too much education, in the sense that education was considered at that time, was looked upon as a disadvantage, rather than as an advantage, by those engaged in the great commercial and industrial pursuits. Those developed in what was termed the "school of hard knocks" had the call over those who obtained their training in educational institutions. The type of training offered by such institutions was not supposed to be, and in most cases was not, closely associated with the affairs of life as lived by the vast majority of people.

Educational Changes

Whether it was due at least partially to this attitude toward education on the part of so large a percentage of the people or whatever may have been the cause, it is nevertheless a fact that educational institutions have made radical changes in their methods and types of training. From the teaching of purely cultural subjects they have expanded their courses to include technical and practical instruction in almost all lines of activities, and the numbers of students enrolled in such courses have grown by leaps and bounds.

Education for All

It would be impossible in this brief statement to trace the steps in the development of ideas and attitudes regarding education as they exist at present, and that is not my purpose. I have merely referred to one or two outstand-

ing changes to indicate the development that has taken place and is still in progress, possibly progressing more rapidly to-day than at any time in the past. No longer is education generally considered by the great rank and file as a short training period for the youth of the land, with a favored few receiving the benefits of a so-called "higher education," but it is looked upon as something for all the people and for all their lives. Such an attitude toward education has been definitely expressed by the Federal Government and also by the governments of all the States, in the form of appropriations of money, not only for schools to which the people of the States can come for instruction in both cultural and technical subjects, but for carrying instruction to the people in their homes and in their businesses.

The conception of education as a process that continues through life brings into consideration the great question of adult education, along with the problems of constantly improving the facilities offered to youth as preliminary training for the responsibilities of later life. Great progress in adult education has been made in the last few years. At no time in the history of our civilization have adult persons had greater opportunities to avail themselves of further education than they have to-day. On the other hand, what has been done is a mere beginning and the facilities now available are extremely meager in proportion to the need and desire.

Continuing Education

Rapidly changing economic and social conditions have emphasized the need of continued education as an aid to individuals in adapting themselves to their changing environments and problems. With the conception of education as knowledge and training that will serve as an instrument in finding a better mode of living, working, and cooperating there has developed a desire on the part of people generally to participate in the benefits and advantages which education offers. In short, the most significant development in the educational field to-day is the interest in adult education that is being shown by people of all classes and callings.

Adult Education

As conceived by its most important sponsors, adult education is a process whereby people continuously prepare themselves for wiser handling of their daily problems. According to C. A. Beard, adult education is the process by which men and women beyond school age keep in close touch with the changing world and transforming knowledge about them, thus preparing themselves for their destiny and their possibilities. As such, it is a creative, adjustable force wherever democracy functions.

Knowledge Sought

There is ample evidence that adult persons are hungry for education, particularly when it is presented in terms of living, and this hunger for education in its broad sense is by no means limited to those who supposedly have but little education, for often those who were considered as highly educated in the old conception of the term find greatest need for aid in adjusting themselves to life as it is lived to-day. Their heritage and our heritage is a system that was based upon individualism, whereas we are all being propelled into a system in which a cooperative attitude among people in all phases of life is essential and must be developed. It is just as necessary as it ever was that ignorance and illiteracy be reduced to the lowest point possible, but along with efforts in that direction there must be the type of instruction that will help people to adjust themselves from a period when the individual was dominant to an era in which cooperation is pronounced.

Benefits of Cooperation

We read much in the public press and elsewhere of the benefits to be derived from cooperation in certain of its phases, particularly in the marketing of farm products. Just at present that phase of cooperation is receiving great emphasis and, without doubt, it deserves all the attention that is being given to it. I venture the assertion, however, that the largest sphere of usefulness and application of cooperation will be found in our attitude toward our fellow men, toward a national idealism, and toward international relations and peace.

Adult education, in my opinion, can and will provide the most effective means whereby the American mind may be so adjusted that we will think in terms of cooperation in working and living together. Education, when available to all upon an equal basis, breaks down rather than sets up barriers between classes and enables people to live happily together, in harmony with each other and with their environment.

Problems Encountered

Development of work in the field of adult education offers specific problems which are entirely different from those which have been encountered in formulating courses and methods of instruction at established institutions of learning. Consideration must be given not only to the difference in circumstances surrounding the recipients of adult instruction but also to the change in general attitude toward life which takes place in most all of us in later years, as compared with our youth. Scientists sometimes refer to the "inquisitive period" and "reflective period" in life. The inquisitive period may be considered as including youth and through the school and college period, up to the time when a young man or woman enters a vocation to earn a living, and, so to speak, locates himself in life. This includes the urge for mating and other social factors that enter into living, and covers the period in life from about 18 or 20 to 30 or 35.

Inquisitive Period

During the inquisitive period just referred to the interest of the individual is so largely absorbed with matters pertaining to getting well established in business and with the family duties that usually come at that period in life that he probably finds limited time or inclination to pursue a course of instruction in subjects other than those which have a very direct bearing upon his own personal problems. There is a rich field for developing methods and types of instruction that are definitely designed to be helpful during the ten or fifteen years following college graduation.

Reflective Period

We may say that the reflective period in life appears about the age of 35. At that time the man has accomplished his keenest ambitions by establishing himself solidly in his vocational field. He is probably married and somewhat permanently located, and now needs and seeks some sort of intellectual exercise.

Function of Meetings in Extension Teaching

Meetings of all kinds, including the field or farm meeting, the method demonstration meeting, general community or farmers' institute type of meetings, and the like play an exceedingly important part in extension teaching, says M. C. Wilson, of the Office of Cooperative Extension Work. Research data indicate that nearly one-third of the effective teaching done by extension workers is by means of meetings.

One of the oldest ways of disseminating information by meetings has withstood the test of time, and still has an important place in the teaching plan of any extension worker.

The meeting affords opportunity for the rural people to come into personal contact with the representatives of the extension service, and enter into discussions with their neighbors relative to the pressing problems of the farm and home. Extension studies have repeatedly pointed out that where extension workers have been able to make contact with farmers and farm women the likelihood of recommended practices being put into practical use is more than four times as great as where no such contacts have been made.

Not only do meetings have a direct influence upon extension contacts, and a high total influence in bringing about the

adoption of the better practices taught by extension agents, but the cost of the results obtained through meetings compares very favorably with the other means and agencies employed in extension teaching.

If one equals the average returns per dollar of extension expenditure, due to the influence of all means and agencies, the returns from extension time and effort invested in meetings would be expressed by the figure 1.28. In other words, extension time and effort expended on meetings yields one-fourth greater returns expressed in numbers of better farm and home practices adopted than is true of the average extension expenditure.

As extension workers fully appreciate the significance of extension meetings, greater care will be taken in planning and advertising meetings to insure good attendance. More time and thought will also be given to methods of subject-matter presentation, including orderly discussions, in order to bring about even greater use of information obtained through meetings by farmers and farm women.

During 1929 extension workers in the 48 States held 771,321 meetings of all kinds, with a total attendance of 24,878,236.

True, he may read a book a month, he may attend the theater and lectures, or other facilities for general education, but even these do not satisfy the need for further mental stimulus in the way that it is satisfied by a well-planned systematic course of instruction in subjects particularly adapted to the age, mental attitude, and circumstances of the individual.

It seems that here is a great opportunity in the adult educational field and that our institutions should furnish through the extension service, means for satisfying the desires of people in all walks of life who are seeking further education to help them live fuller and well-rounded lives.

Results Achieved

Naturally, as director of extension, I have been deeply interested in developing adult education in agriculture and home economics. Results which have been achieved in those lines are most gratifying. Demand for such work has always increased more rapidly than facilities can be provided for meeting it. Rural people have grasped the oppor-

tunities offered them most readily and the desire is greater than there are facilities to satisfy. I am convinced, however, that there is a great field which is virtually untouched. It is my feeling that the land-grant college owes a great duty to the citizens of the State and country by offering similar education to adults in other vocations, and also that the opportunity offered rural people should be extended to include education in cultural subjects, such as the arts and general sciences.

The progress and welfare of a democracy depend upon the enlightenment and cooperative spirit of its people. With this thought in mind, together with the modern conception of education, governments, both national and State, may well devote public funds to providing adequate educational facilities to people of all ages and vocations.

A 4-H home egg-laying contest is being held in Vermont this year from November to May. The contestants are divided into three classes, according to the size of their flocks; that is, 1 to 15 birds, 16 to 30 birds, and 31 or more birds.



Farm women studying expense accounting

Studying Costs of Maintaining Farm Home

"Keys for opening and closing the family pocketbook" was the title of a course given at the Ninth Annual State Farm Women's Camp of West Virginia, by Miss Florence L. Hall, of the Eastern States, Office of Cooperative Extension Work.

Fifty-five women manifested their keen interest in this course on affairs of the pocketbook, which was a follow-up of a course given at the 1929 camp entitled, "What does it cost to maintain a West Virginia farm home?"

Two class periods were spent in having farm women who had added to their incomes through the home-industries shops in the State, tell the others just how they did it with chickens, turkeys, cottage cheese, nut bread, or chocolate cake. They also told how the money made in this way is helping boys and girls to go to high school and college, and is providing many conveniences and comforts for the farm home.

Women Study Accounts

During the last two days of the course the work was on household accounts. Members of the group were provided with home finance record sheets. They gathered around tables and actually put down on the record and classified the expenditures for a month. The women were led to see that the real value in keeping accounts comes from classifying expenditures under headings such as groceries, clothing, education, and the like, in order that a summary at the end of a month, or

a year may be of help in planning future expenditures. They showed great interest, and discussion was keen throughout the lessons on such points as whether the premium on the insurance policy should be classed as "savings" and whether the expenses of the 12-year-old boy at the 4-H club camp should be classed under recreation or education.

The women were also shown how to record and value food products used in the home from the garden and the dairy. The cash value of these items was a surprise to many members of the group, for as one woman said, "We just take our milk and cream and vegetables for granted."

Nine home demonstration agents attended this class and will follow up this work on home accounts in their respective counties.

A cafeteria for laying hens proved to be a practical innovation during a 9-months test at the University of New Hampshire Experiment Station. In the experiment some of the hens were allowed continuous access to mash and grain; these consumed an average of 60.45 pounds of feed, produced an average of 95.5 eggs, and gained an average of 1.205 pounds per bird. Others had constant access to mash, but were fed grain only one hour each day; these consumed an average of 64.39 pounds of feed, laid an average of 97.6 eggs, and gained an average of 1.355 pounds per bird.

Louisiana Junior Patrols

Since the first junior patrols were organized in Louisiana during 1927, 4-H club members have been paid \$1,675 for their work. The efficiency of the junior patrol has proved to be equal to that of an adult patrolman, says Robert Moore, extension forester. They have earned their money in every way and an increase in the number of junior patrols to be allotted the extension service by the division of forestry seems to be due.

The junior patrol is an integral part of the protection system of the Louisiana Division of Forestry. Under an agreement between that division and the extension service, the district rangers of the division allotted areas from 9,000 to 20,000 acres in extent to the members of a 4-H club, who organized themselves into a junior patrol. The patrol was paid 1 cent per acre for the work of fire prevention and suppression on its unit and a bonus of \$25 if less than 1 per cent of the area burned. Certain exceptions were made to this rule in areas of extreme hazard where the compensation was increased.

Influence of Patrol

The junior patrol at Fisher, in Sabine Parish, is the only one with a continuous existence. Efforts have been made to move the patrols from place to place so the influence of the patrol would be more widely disseminated. The junior patrol has a marked effect in increasing the interest of the citizens of a community in fire prevention. The first year the Fisher Junior Patrol had 10 members, protected 9,000 acres, and had 5 fires which burned 60 acres. The last two years their unit has been increased to 10,000 acres. They lost 69 acres from 4 fires during 1928-29. The season ending June 30, 1930, was the worst on record. The fall of 1929 was very dry and the lack of rainfall this spring and early summer is too well known for comment to be necessary. The boys had 18 fires during the year and lost 255 acres. Though the total area burned increased, the size of the average fire, 14.16 acres, was in line with the average for the two preceding years, showing the boys are efficient on an exceptionally hazardous area. The average fire in this protection unit of 370,000 acres burned 60.6 acres and the total fires for the year numbered 214. The junior patrol on 2.7 per cent of the area had 8 per cent of the fires and lost only 3.2 per cent of the total area burned.

Farm and Home Visits

ARTHUR L. DEERING, Assistant Director, Maine Extension Service

Did you ever stop to think of the difference between a "jackknife" carpenter and a real carpenter? It is largely the difference in the tools these two men employ and the ability of the second to use each tool in his kit effectively and for the purpose for which it is intended.

An extension agent has in his kit many different tools, each having a different purpose, and if they are used properly the best results are obtained. These extension tools or agencies are better known as demonstration meetings, news items, farm and home visits, and the like.

When to Use Visits

Sometimes farm and home visits are used to see several people when it would be better to arrange a meeting of the group. If there are several to be seen about the same business that could be transacted at some central place, it generally is much better to arrange a meeting than to do such work by means of calls. Especially is this true where interest, enthusiasm, and team work need development.

Farm and home visits, however, have a definite place in extension teaching. Every man and woman is interested first of all in the problems of their farm or home. If gone about rightly a visit may be the means of securing changes in practice or improvements when no other effort is successful. It should be the means of developing confidence and personal interest in the agent and in extension work. Probably no other extension method, if gone about rightly, can do more to help an individual than a farm or home visit.

Moreover, such visits are the best possible means of keeping agents informed of actual conditions and in sympathy with the problems farm people daily have to meet.

Preparing for the Visit

Most farm and home visits are made while doing other field work, as before and after meetings. In general, little thought in advance is given to preparing for such calls, yet the experienced agent usually follows a course of procedure that is quite definite, even though it may not have been thought out far in advance. This procedure is about as follows:

1. The purpose of the call is clearly in mind.
2. The visit has been arranged by letter or phone if necessary.

3. The material or information needed to review with the person called on has been collected.

4. Something has been learned about the person to be called on, such as interests and conditions.

5. The time of the call has been arranged when possible to secure attention and interest.

It goes without saying that agents should be neat in appearance, suitably dressed for the occasion, friendly, businesslike, and above all, have the right mental attitude toward the work to be done and the person to be seen.

Making the Visit

Again the experienced agent, with or without realization, follows a definite procedure when making the visit.

Either consciously or otherwise the agent first engages the person visited in conversation. The subject should be something about which this person is interested, as the children, some members of the family, crops, or livestock. This should accomplish two objects, gain his interest and place him in the "yes response" attitude. Too often the subject is the weather rather than some individual interest of which the person is proud.

The next step followed is to approach the real purpose of the visit. Our farm folks like directness, therefore there should be no beating around the bush. The agent should arrive at the object of his call promptly, with tact and courtesy but nevertheless directly.

If difficulty is expected in securing a "yes response" then the care with which material, information, or ideas are assembled and presented will have a decided effect upon the action secured.

After the object of the visit has been accomplished it is possible that the person visited will want some advice or assistance about his own problems. If this is true, the interest and attitude will do much to secure favorable action on this visit or on the next visit made to this same person.

Should the visit be a long one and many subjects discussed, it might be well before leaving to call attention again to the purpose of the visit and the action agreed upon.

Follow Up of Visit

An agent will, of course, make such notes of the visit as may be necessary to record the action agreed upon. Some-

times this should be done in the presence of the person visited, by letter upon returning to the office, or merely such notes made as would otherwise appear necessary.

Extension agents are quite likely to develop the habit of calling on the same people year after year. This is true especially where the agent is not aware of the danger of this habit and does not take steps to prevent it.

Whenever house to house surveys are conducted people are encountered whose acquaintance is decidedly worth while and whose interest and conditions throw an altogether different interpretation upon facts supposed to be representative of the area.

When in the field visit at least one person daily who is not in the habit of attending extension meetings or demonstrations and thus keep closer in touch with the interests, attitude, and conditions of the people served. Try it!

Washington Personnel Changes

C. W. Warburton, Director of Extension Work, United States Department of Agriculture, has announced the following changes in duties and operating titles in the Department Extension Service, effective September 15, 1930:

Office of the Director: Mrs. L. B. Fuller, assistant to the director, will give special attention to administration relationships and contacts with bureaus of the department, other Government departments, commercial and other organizations, and seed-loan activities.

Miss Frances E. Faulconer will assume the duties of secretary to the director formerly assigned to Mrs. Fuller.

Extension Service: Mr. Mark M. Thayer, business manager; heretofore designated as business manager in the Office of Cooperative Extension Work, will function also as business manager for the entire Extension Service, and will represent the Office of the Director on all personnel and business matters.

Miss L. M. Sampson, as assistant to business manager, will remain in charge of personnel records.

Each year the first week in December is set aside as 4-H Club Week in Arkansas when the reorganization of 4-H clubs, solicitation of new members, and general preparation of 4-H club work for the next year are in order. Under the plan of self-management which is used in Arkansas the club members handle most of this work themselves.

Adjusting the Cotton Farmer's Program

CARL WILLIAMS, Member, Federal Farm Board

TWO things may be done to improve the condition of cotton farmers in the Southern States. The first is to increase the consumption of cotton—a task for manufacturers, distributors, governmental, and other agencies. The second is to reduce the production of cotton—a job for individual farmers.

The Federal Farm Board and other governmental agencies are doing everything that can be done to increase the consumption of cotton. The increase in consumption will come as soon as the people of the world become more able and more willing to buy things that are made of cotton.

Little can be done by the individual farmer to increase the consumption of cotton, but he can and must shoulder his full share in reducing the crop acreage.

Reduce Cotton Acreage

It becomes more and more evident that there must be a drastic reduction in the acreage of cotton if the farmers of the South are to have any hope of getting a fair price for next season's crop.

The Farm Board believes that cotton growers have overstepped the danger line and that as a whole should reduce its production at least to the point where it will not exceed 40,000,000 acres in 1931. Approximately 45,800,000 acres of cotton were grown this year. The Federal Farm Board, the United States Department of Agriculture, and other governmental agencies have been making a careful study of the whole problem of readjusting the farming program of cotton producers in Oklahoma, Texas, Louisiana, Tennessee, Arkansas, Alabama, Georgia, Mississippi, North Carolina, South Carolina, and other cotton States.

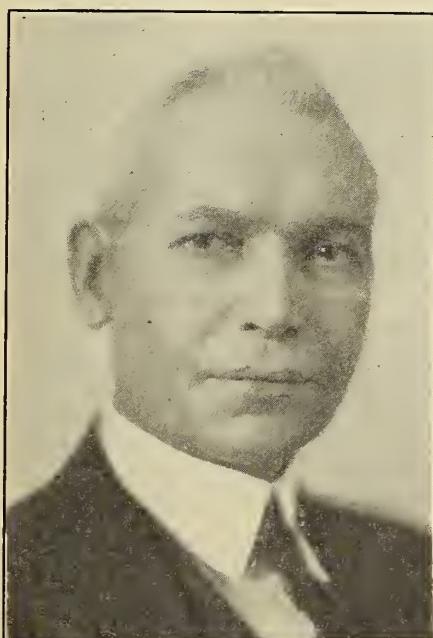
Outlook Conference

An educational plan has been worked out by an interdepartment committee consisting of representatives of the Federal Bureaus of Agricultural Economics and Plant Industry, and the Extension Service, of the United States Department of Agriculture; Federal Board for Vocational Education; and the Economics Division of the Federal Farm Board. It is based on localized application of statistical and economic facts bearing on cotton and other crops grown in the South. Plans for the adoption of this material to various localities were worked out at an agricultural outlook conference for the Southern States held at Atlanta, Ga., November 10-14. This conference was attended by southern economists and ex-

tension agents, representatives of the Bureau of Agricultural Economics and the Federal Farm Board.

Suggested Readjustments

There are, of course, other steps for readjustment of the South's farming program besides the reduction of cotton acreage. The South produces too much cotton of poor character and staple and too little of better staple. There is too



Carl Williams, member of the Federal Farm Board

much unproductive and, therefore, unprofitable land planted to cotton. Too little land is planted to food and feed crops. There is too much gin-run seed and too much mixing of varieties in the same community and even in the same bales.

Economic Conferences

All of these things are being discussed in a series of southern conferences attended by representatives of State agricultural colleges and experiment stations, county agents and other extension workers, teachers of vocational agriculture, bankers' associations, land-ownership groups, cotton cooperatives, general farm organizations, and all other agencies whose experience and knowledge of the South will help to solve these problems.

These meetings are being held in every important cotton State. An attempt is being made to work out a definite program suited to the needs of each State and to localities and individual farmers

within the State. All useful facts on the present cotton situation will be presented so that, in the end, every cotton grower may know within reason what he is facing before he makes his planting plans next spring.

There have been many cotton-acreage reduction campaigns conducted in the South in the past when prices were low. Not all of them did what they set out to do, because cotton farmers are just as human as anybody else. When asked to cut down their acreage of cotton, some of them said, "Everybody else is going to cut and that means smaller supplies and higher prices, so I'll plant more to get the benefit of the higher price." Others said, "If I cut my cotton acreage, what else shall I do with the land?" Sometimes this question could not be answered. Therefore, the cotton acreage was not cut.

The Federal Farm Board knows these things. It knows that farmers think in terms of profits to themselves and that, while each farmer is interested in the general good of all, not many farmers can make personal sacrifices for that general good.

Raise Food Supplies

There are many southern farmers who still get their family food out of paper sacks and tin cans bought at the store and who buy feed for their teams instead of raising it. This is bad business. It increases the cost of producing crops and helps to keep the farmer poor.

There are many southern cities into which food is shipped from 1,000 miles away that farmers within 50 miles might just as well raise. These food supplies to some extent would take the place of cotton with more profit to the farmer than he now gets.

There are three questions to think about: How to lower the cost of producing cotton, how to improve its quality, and how to increase the cotton farmer's income from other sources.

The immediate objective of governmental agencies, education and business interests, and of the farmers themselves is to lift the southern cotton growers out of their present emergency. The final goal is to bring about a permanent adjustment of southern agriculture so that land may be used to its best advantage, soil fertility may be restored and kept up, and farming reorganized in such a way that changes in the price of cotton will not hereinafter alternately make and break the South.

Types of Cooperative Grain-Marketing Organizations

E. J. BELL, Jr., Grain Section, Division of Cooperative Marketing,
Federal Farm Board

In order to take an intelligent part in the great national cooperative grain-marketing organization known as the Farmers National Grain Corporation, it is necessary that the growers should be thoroughly familiar with the different types of organizations affiliated with it. He should know how these cooperatives function and how he may best avail himself of their services.

Grain growers in the United States have developed a number of different types of grain-marketing organizations in their efforts to build a marketing system under their ownership and control. The various kinds of grain cooperatives may be grouped into six classes: (1) The local cooperative elevator association; (2) the association of farmers' elevators; (3) the cooperative line-elevator association; (4) the cooperative grain sales agency or cooperative commission company; (5) the wheat pool; and (6) the regional cooperative.

Local Farmers' Elevators

In order of chronology and volume of business, the local farmers' elevator association comes first. There are some 4,000 of these organizations situated in practically every important grain-growing section of the country. Hence, this type of organization is so familiar that it needs little explanation. The grower generally owns stock in the elevator association. A manager is hired to run the business in competition with other buyers at the shipping point. At the end of the year, if any profits have accrued, the stockholders receive a certain interest payment on their capital stock. Any earnings above this fixed interest payment are usually divided on the basis of patronage. Unless the organization is affiliated with some cooperative sales agency, the grain is sold through a privately owned commission firm at a terminal market or direct to millers and other buyers who have contact with the manager of the local organization.

State and National Associations

Grain cooperatives of a second type are the State and national associations of farmers' elevators which are commonly known as farmers' grain dealers' associations. They have not as a rule marketed any grain themselves. In a few cases, associations of local units

have set up cooperative sales agencies for the benefit of their members. According to a report of the United States Department of Agriculture, among the services most commonly performed by farmers' grain dealers' associations are (1) assistance in organization, (2) bonding of managers, (3) assistance in transportation problems, (4) elevator insurance, (5) cooperative purchasing, and (6) auditing.

Cooperative Line Elevator Association

In the third type of grain growers' organization, the cooperative line-elevator association the grower owns stock in the central organization instead of in the local. The manager of the local is employed by and is under the direction of the central management. There is usually a standard form of accounting for all the local units and the bookkeeping is often handled at the central office. Although this type of organization has been used extensively in Canada, it has not attained great importance among cooperatives in the United States.

Sales Agencies

A fourth type of grain cooperative is the sales agency. Generally, the sales agencies have commenced operation on terminal markets and then have made a bid for the business of local organizations in order to build up volume. They sell grain either for local cooperative elevator associations or for individual farmers who ship their grain direct. Stock in the sales agencies is owned either by individual growers or by the local associations. Sales agencies often provide auditing and bookkeeping services for local elevators, furnish financial assistance to their members, and benefit the local in much the same manner as do the State associations of farmers' elevators.

Wheat Pool

The wheat pool is a fifth type of organization in which the farmer holds membership direct. Wheat pools are generally nonprofit, nonstock organizations which sell grain of their members throughout the crop season. Producers receive an average price for the season for each of the principal grades and qualities of grain entered into the pool. A certain percentage of the market price

is advanced at the time of delivery and subsequent payments are made as the grain is sold. Pools often establish subsidiary corporations for the purpose of owning and operating facilities to handle and store the grain delivered by their members. One of the chief aims of the wheat pool is to regulate the sale of the grain in accordance with market demand and in this way to have a stabilizing influence on the market.

Regional Grain Cooperatives

Within the past year several organizations of a sixth type have come into existence. These organizations are known as regional grain cooperatives. The regional organization may be regarded as a combination of the other types of large-scale associations. Stock in the regional is owned principally by local elevator associations, though in some cases a pool is merged with a regional by taking stock therein. They provide sales service for farmers who ship direct as well as for local elevator associations, and also provide the pooling privilege. Accounting, auditing, and other services are provided for the local associations.

Regional grain cooperatives, as well as some of the older organizations, now give to the grower three options in the sale of his product: (1) He may sell for cash at the market price as the grain is delivered; (2) he may deliver his grain for storage, receive an advance on the storage ticket, and call the grain for sale at his option; (3) he may enter his wheat into a seasonal pool and receive the average price for the season. It is necessary, of course, for the grower to specify at the time he delivers his grain which of these options he desires to exercise.

National Cooperative

The Farmers' National Grain Corporation is a national cooperative which embraces all of these different types of grain-marketing associations. Its stock is owned by associations of elevators, cooperative sales agencies, wheat pools, and regionals. Hence, it is a medium through which the efforts of all grain cooperatives are becoming solidified into a national program. Local elevator associations may not hold stock in the national direct but must affiliate with one or another of the large-scale cooperatives.

Federal Requirements

In order to qualify under the provisions of the Federal laws pertaining to cooperative associations and thus become eligible for loans from intermediate credit banks and the Federal Farm

Board, any organization must meet certain requirements. These specifications are set forth in the Capper-Volstead Act of 1922. The requirements are: (1) That the membership must consist only of producers of agricultural products; (2) that the association must be operated for the mutual benefits of its members; (3) that the nonmember business of the association must be no greater than the member business; (4) that the association must either limit each member to one vote or limit the dividends on capital stock to 8 per cent per annum.

It has not been possible to go into detail in this short article with regard to the methods of functioning of these different types of grain-marketing organizations. In every important grain-growing State there are one or more cooperative marketing organizations. It is suggested that county agents and State extension officials familiarize themselves with the personnel and methods of operation of the cooperatives in their territory and put themselves in a position to explain the various types of organizations and how growers may take an active part in the operation of the national organization.

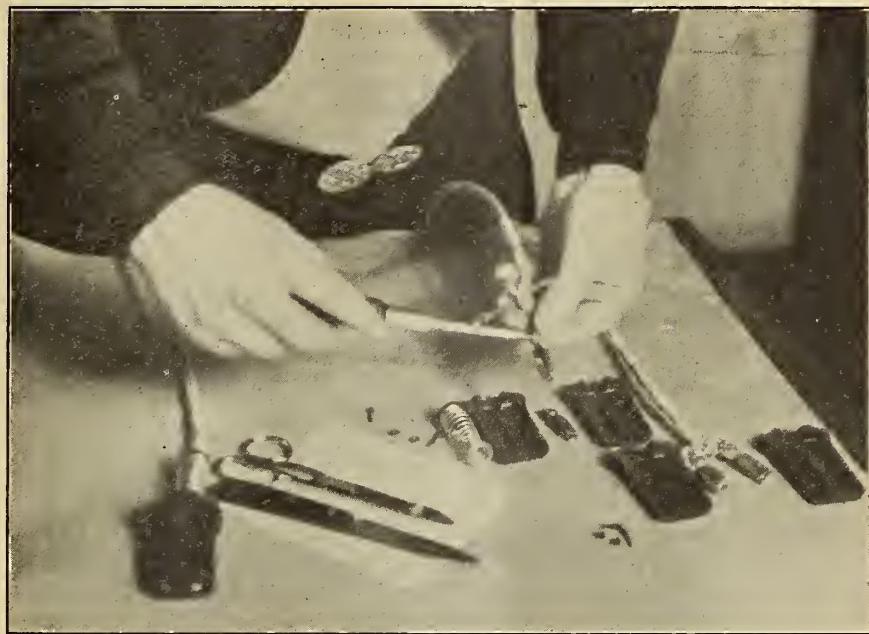
Dinwiddie Women Make Money on Curb Market

Last May members of the home demonstration clubs in Dinwiddie County, Va., under the supervision of Mrs. Alice L. Dean, county home demonstration agent, established a home-makers' market in Petersburg and are continuing this through the tobacco-selling season. The market has been open each Wednesday and Saturday morning since it was established. In the four months of operation the Dinwiddie County women realized \$3,500 for their products of the farm and home which they brought to this market.

Speaking of the market, Mrs. Dean says, among other things: "A significant fact is that many of the women have built up a regular clientele in Petersburg, the same householders coming back regularly to make purchases and often arranging with their friends from the country for particular things they desire to obtain on succeeding market days."

At the thirteenth annual 4-H club meeting held in Fremont County, Wyo., the mothers of the first-year's food club girls were guests at a dinner served by the girls using foods called for in their club work.

Rural Electrification Project in Michigan



Repairing electric cords

Rural electrification was a project adopted by two groups of 41 women in Ingham County, Mich., last year where Myrtle Van Horne is home demonstration agent.

The two power companies, whose lines went through the communities, and the State specialist in home management, Evelyn Turner, cooperated with the home demonstration agent. A series of four meetings of each group of women was held. These were followed by home calls by the agent and specialist to discover to what extent the women were using electricity and the number of pieces of equipment they had. This survey helped in planning subject matter for later meet-

ings. The power companies loaned equipment for use at the meeting.

This project gave the farm women in communities where electricity is supplied an opportunity to use it efficiently and economically; and taught them how to determine the cost of operation and to see the significant relationship between operating cost and saving of labor; how to select equipment wisely, considering the family's needs and financial status; and to take care of equipment so that it would be both serviceable and efficient. The women are now able to repair extension cords and replace burned-out fuses.

Nevada Boys and Girls Improve Health

More than 2,000 Nevada rural school children are reported by Mrs. Mary Stillwell Buol as having begun on the 1st of August, 1930, the ninth year of their effort to put and keep themselves in better health. For the coming year, they will drink plenty of milk, have hot lunches at school or at home, eat the right kind of food for growing youngsters, get plenty of sleep, and otherwise make themselves as healthy as possible.

Due to this "Keep growing" project an increase of more than 7 per cent of the number of children normal in health occurred in the 1929-30 school year, while the number of those dangerously underweight went down more than 5 per cent and the roster of those in the "safe zone" went up nearly 9 per cent.

Sixty-three schools or communities, the largest in the history of the work, took part in the activity in eight counties of the State. In all, 2,196 children were enrolled during the year, of whom 2,145, or 98 per cent, completed the work.

To stimulate interest in this "Keep growing" project an annual poster contest is held. The posters are graded on an unusual basis, namely, the illustration counts 25 per cent; the slogan, 25 per cent; and the contestant's growth record, placed on the poster in the form of a chart, 50 per cent. This year the winning poster had an illustration of milk bottles and the Milky Way, using for its slogan "The Milky Way is the best way to keep growing."

Extension Service Review

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DECEMBER 1930

How Effective?

How effective can the extension meeting be made? Who shall be invited to the meeting? Who to use as speakers? How long a program to have? What visual aids to use, if any, in connection with the talks? How many meetings to hold? These and other considerations are much on the minds of extension agents at this season.

As old in usage as the meeting is in giving people information, there is no hard-and-fast rule for its conduct on every occasion and in every place. We know, though, that the meeting is a means of bringing the extension story to the farmer and the farm family that needs to be included in every extension teaching effort. As M. C. Wilson in charge of extension studies for the Federal extension office points out in a statement in this issue of the REVIEW, meetings not only rank high in influence in bringing about the adoption of improved practices, but the cost of the results obtained through them compares very favorably with other teaching means and agencies employed.

Appreciating the importance of meetings in extension teaching, it rests with the individual agent to give thought and careful planning to meetings. People ought not to be brought together in a community unless the extension agent has something very definite to present to them, something that can be turned by them to practical advantage, something that appeals to them and that gives them

a feeling of having spent their time profitably. Speakers may be brought to a meeting from a distance, equipment for showing lantern slides or motion pictures may be procured, and the meeting may be thoroughly advertised, all at considerable expense and effort. Yet, a mistake may be made in the audience invited, the speakers may not be familiar with the local situation and viewpoint, they may talk far beyond their allotted time, there may be carelessness in providing for the proper operation of the motion-picture or lantern slide projector, the seating arrangements and heating or lighting facilities may be inadequate. If any one or several of these conditions prevail, the meeting turns out to be a failure and a waste of time, money, and effort for everyone concerned.

In planning any extension meeting, it would seem that there should be a study made of what kind of an audience to bring together, of what to use in the program, and of what physical arrangements to make; and, above all, there should be a clear understanding on the part of the extension agent of the results it is desired to accomplish through the meeting. No extension program to be successful requires that the extension agent rush out and go in for an orgy of meetings. Meetings should be used, it is true, but in an orderly, well-planned, well-timed, and, to some extent, in a sparing way. On meetings our thought can well be not *how many* but *how effective*.

A Real Objective

It is a real and very practical goal for extension effort and the improvement of agriculture that we find outlined in the quotation from Henry W. Grady appearing on the back cover page of this issue of the REVIEW. This quotation, brought to our attention in a letter on the agricultural situation in the South from C. E. Brehm, assistant director of the Tennessee Extension Service, outlines a sound basis not only for the agriculture of the South but for the agriculture of the entire Nation. It anticipated by 40 years the agricultural marketing act and the present coordinated effort to improve agricultural conditions of the State agricultural colleges, the United States Department of Agriculture, the Federal Farm Board, and the farmers' cooperative commodity marketing organizations. What a mass of words has been poured out on this subject in 40 years! What a volume of educational effort has been expended! Yet it is doubtful if all the words, spoken or printed, on agriculture

in that time have added one jot to the completeness of the picture of a prosperous agriculture painted by Henry Grady, when he said:

When every farmer in the South shall eat bread from his own fields and meat from his own pastures, and, disturbed by no creditor and enslaved by no debt, shall sit amid his teeming gardens, and orchards, and vineyards, and dairies, and barnyards, pitching his crops in his own wisdom, and growing them in independence, making cotton his clean surplus, and selling it in his own time, and in his chosen market, and not at a master's bidding—getting his pay in cash and not in a receipted mortgage that discharges his debt, but does not restore his freedom—then shall be breaking the fullness of our day.

A Teaching Asset

The financial benefits of cooperative-marketing associations are so strongly stressed that there is a tendency to overlook their importance as an agency through which to strengthen extension teaching. Every soundly organized cooperative should offer to the extension agent an unusual opportunity to bring about improvement in production as well as in marketing. The membership of a cooperative offers to the agent a group of people intensely interested in the production and marketing of one definite commodity. In presenting facts to them there is one and only one subject to be considered, that of the particular commodity in which they are interested. Further, every transaction by the association, every market return made, arouses further interest and intelligent questioning. Invariably these questions lead back to some phase of production as well as of marketing. The members of the cooperative become more interested and more anxious to have every fact regarding the commodity that will enable them to produce cheaply, improve quality, and command a better price for their product.

The county extension agent, who aids in the development of a cooperative marketing association and then turns its interests and thoughts toward the support of a sound extension program for that commodity, is strengthening both his own teaching effort and the cooperative. It goes without saying that the keener the interest of the members of the cooperative in methods of producing and marketing a commodity, the stronger will be their organization and the more intelligent their support of the extension program for their particular industry in the county as a whole.

Recent Trends in Economic Extension

C. B. SMITH,

Chief, Office of Cooperative Extension Work, U. S. Department of Agriculture

WE HAVE been moving forward rapidly the last five years in our economic extension work. Hardly anyone, anywhere, now initiates an extension program without first assembling the facts, getting an economic background and building on that. Twenty years ago the need for this analysis and background was pointed out and efforts made to attain it; but few were trained for the work, appreciation of its necessity little recognized, and so the work advanced haltingly. Gradually a State here and there stepped out into this field and achieved marked success. Pioneers among these are New York, Ohio, Illinois, Indiana, North Dakota, and California. These States developed the work largely on the basis of individual farm analysis with summaries and generalizations. More recently, several States have developed the State extension program on the accumulation and analysis of broad facts of acreages, supplies, prospects, and needs. In this work, college and experiment station departments, representatives of the United States Department of Agriculture, of State farm organizations, of bankers, the State agricultural press, and the like have met in State conference, gone over statistics and surveys together, and developed state-wide programs that have later found application in the development of county extension programs and community programs. Virginia, Oregon, Colorado, and North Carolina have pointed the way in these fields.

Lately, too, communities of farm men and women and extension forces have been meeting together and setting up standards of living they would like to see on the farm, then examining their farm income to see the approximation of the standard they would like to the income they have. Usually the income is little more than half the amount set up as a minimum standard of living. Then follow studies in farm adjustment to meet more nearly the larger needs. This is a most stimulating exercise to most farm men and women and is rapidly getting farm people economic-minded. States in all sections of the country are engaging in this phase of extension work, which is of very recent origin and growing stronger every day.

From the outset of cooperative extension in 1914, extension forces have been practicing various forms of cooperative

marketing and buying. Nearly a thousand local cooperative selling and purchasing associations have been promoted yearly. Many of these have died and some have lived, so that there are to-day approximately 4,000 marketing associations in existence promoted by extension forces doing an annual business of around \$225,000,000. The most successful cooperative buying associations fostered by extension have been the Grange League Federation of New York and the Eastern States Exchange. The Grange League Federation is doing an annual business of nearly \$30,000,000 and the Eastern States Exchange of nearly \$13,000,000.

Commodity Associations

With the coming of the Federal Farm Board a little more than a year ago and the coordination of these various small competing cooperative marketing associations into great single national associations for each of the important agricultural commodities, point has been given to all our hitherto more or less competitive cooperative marketing extension work.

Now, may I bring up another chapter of the story which fits in. About six years ago the Bureau of Agricultural Economics began getting out its agricultural outlook and intentions of farmers to plant and breed material. This was an epoch-making event in economic extension work in the United States, and probably the world. The idea seemed so sound and sensible that it had an immediate appeal, which has been gradually extending throughout all extension and to the public as a whole ever since.

Adjusting Acreages

The Federal Farm Board is making adjusting acreages one of the chief corner stones in their program of marketing. If you don't produce too much, the marketing program is easy of solution. "Adjust your acreages" has become a slogan with the board. But, adjust your acreages means a knowledge of farm management, and so marketing and farm management, and general economic studies of supply and demand, production and needs with estimates and surveys, have all focused the past year in the largest total development in economic extension since cooperative extension began in 1914.

Interest Manifested

Factors that have contributed to present-day interest in economic extension have been the occasional outstanding success of farm management extension work in a few States; the agricultural outlook and intentions to plant and to breed idea; the sustained interest of the public in cooperative marketing and buying, with some success in that field; the bringing to the Department of Agriculture for the past three years of one or more representatives of nearly every State to take part with representatives of the Bureau of Agricultural Economics in the development of the agricultural outlook; and, climaxing it all, the appropriation by the last Congress of \$58,000 to the Federal Extension Service and \$1,000,000 to the States, nearly one-half of which is to be used for the employment of economic extension men the current year.

Staff Increased

As a result of these appropriations, the economic extension staff of the States has increased from around 134 full or part-time workers in all economics to 155 at the present time, or an increase of about 30 during the current year, with 60 more to be added as fast as they can be found or trained for the work.

The department has taken cognizance of this new situation in economics and is organizing itself to meet it and give greater help to the States. To this end it is creating within the Bureau of Agricultural Economics and the Extension Service an economic extension unit that will be housed with the Bureau of Agricultural Economics and responsible to it for the subject matter taught and at the same time be a joint employee of the Extension Service and responsible to that service for its contacts with extension forces in the field and extension methods to be followed.

This unit will be made up of a leader and a staff of 8 to 10 assistants in the various fields of economics—farm management, marketing, and general economics looking forward to extension specialists, also in rural farm credit taxation, land utilization, and the like. Doctor Ladd, extension director of New York, is giving part of his time this year to aiding the department in the development of this unit.

Funds Appropriated

At the present time funds going into economics extension work from all sources amount to nearly \$300,000 in farm management, \$440,000 in marketing, \$81,000 in rural organization, and \$170,000 in general economics work, or a total of around \$960,000, out of a total expended annually for agricultural extension specialists of \$3,624,000, or about one-fourth of this total.

Reasons for Interest

In closing, may I leave in your mind this thought: Economic extension stands in the forefront of extension interest to-day, partly due to the agricultural depression, but more largely due to the gradually accumulating interest in this field, climaxed by the daily activities of the Federal Farm Board in its various pronouncements, the increased Federal appropriations for this work, and the heightened interest and daily output of facts of the Bureau of Agricultural Economics of this department, which facts and data are the very basis and breath of our economic extension work. To-day there is economic research and extension activity in every State and Territory in the Union, where 10 years ago nearly one-half were largely dormant in this field.

The trend in the last few years has been, therefore, from little or no attention to economics by extension forces 15 to 20 years ago to now, when economics permeates our thinking in practically every line of work. Dairy extension specialists are not only extending production but also the economics of production, and so in other subjects.

Economic Extension Conference

For the first time in the history of extension we have had, or are about to have, an economic extension conference of all economic workers in each one of the four regions of the country. Three of these have already been held, at which department and State men in research and extension met together, took stock of their economic knowledge, and developed an agricultural outlook and policy for the region. Every State within every region is thinking economics and trying to put on men for enlarging the work in this field. Slow in its start, economic extension is rapidly expanding and is likely to continue to grow as the field of extension in rural credit, insurance, taxation, and land utilization, and like matters, has scarcely been touched. It would seem to be a good time for those economically inclined to prepare themselves for work in

these fields, for colleges to strengthen their economic teaching, and for experiment stations to multiply this research.

Virginia Cooperatives Meet Drought Emergency

A good example of how cooperative associations assist their members is furnished by a number of Virginia cooperatives in the present drought emergency. During the latter part of the summer, when it was becoming increasingly evident that the principal feed crops in the Old Dominion would be seriously affected by the drought, Director J. R. Hutcheson communicated with the leading cooperative purchasing associations and asked them to work out some plan for bringing feedstuffs into Virginia at the lowest possible cost. He suggested that the purchasing associations get in touch with the dairy organizations and other livestock associations in an effort to pool all purchases through one buyer.

Hay and Feed Purchased

The Virginia Seed Service, which is a farmers' cooperative wholesale supply organization located at Richmond, Va., communicated immediately with the leaders of all the farm organizations in the State and offered to act as wholesale purchasing agent for hay and other feed supplies needed by the members of these organizations. Most of the cooperatives saw the advantage of such an arrangement and began at once to pool orders through the Virginia Seed Service,

In order to get hay at the lowest possible prices and take full advantage of the reduction in freight rates granted by the railroads, the seed service sent its president to Nebraska and some Western States to personally supervise the purchase of hay. On his arrival in Nebraska, Mr. Hill, the president of the Virginia Seed Service, got in touch with the county agents and leading cooperatives of that State and made arrangements to buy hay directly from farmers and farm organizations. Within a period of one month more than 1,500 car-loads of alfalfa hay had been purchased from Nebraska farmers and were on the way to Virginia farmers at reduced freight rates.

Virginia Farmers Save Money

Due to the fact that the Virginia Seed Service had representatives or poolers in practically every county in the State, and the further fact that it had its own representative purchasing the hay in the West, the freight-rate-reduction permits

were made out properly and they went to the actual point of origin. In this way they were able to get the full advantage of the reduced freight rate which amounted to approximately \$100 per car. Thus by quick action and co-operation among cooperatives at least \$150,000 was saved Virginia farmers in the purchase of hay in one month.

Prior to the time that this hay pool was formed, Virginia farmers were having to pay from \$35 to \$40 per ton for good alfalfa hay and no special effort was being made to get for the farmers in many drought-stricken counties the advantage of the reduced freight rates on hay. But when the pooled alfalfa hay began to arrive and to be delivered to farmers at from \$26 to \$28 per ton, the retail price of hay all over the State dropped several dollars.

Cooperatives Finance Purchase

One of the most interesting things in connection with this transaction was the special service received by members of cooperative associations. In the valley and northern Virginia where dairymen were organized, the officers of their associations immediately made financial arrangements for their members to get credit to buy all the hay that they needed at the reduced rates. One cooperative agreed to finance the purchase of 5,000 tons of hay for its members and to take payment for it out of the members' monthly milk checks. In southside Virginia, and in other sections where the dairymen were not organized, many of them were not able to make financial arrangements for the purchase of the hay needed for the winter at the reduced rates.

In addition to the money saved in the purchase of hay, farmers' cooperatives have saved their members thousands of dollars through making quickly available the freight-rate reduction on other feed-stuffs.

Eleven farm women of the Penrose community in Park County, Wyo., have been conducting a contest in their gardens. The latter part of July was set for their final judging, taking as a basis variety, arrangement, maturity, and freedom from weeds. Some of these gardens were very difficult to judge and the women are to be complimented on their efforts.

The Ninth National Boys' and Girls' 4-H Club Congress is being held November 28 to December 5, 1930, at Union Stock Yards, Chicago, Ill.

New Directors Appointed in Three States



F. E. Balmer

L. A. Olson

R. R. Thomasson

NEW directors have been appointed in three States as follows: F. E. Balmer in Washington, L. A. Olson in Mississippi; and R. R. Thomasson in Missouri.

F. E. BALMER

Frank E. Balmer was appointed director of extension work at Washington State College, effective October 16, 1930. Mr. Balmer was born October 29, 1883, on a farm near Woodston in northwestern Kansas where he was reared. He received his early education at the local rural school and academy in Stockton. He earned a considerable part of his way through the Kansas State Agricultural College, graduating in agriculture in 1905. Since then he has taken advanced work in education, economics, agricultural science, land utilization and values, farm management, and marketing, at Manhattan and Lawrence, Kans. and the University of Minnesota.

Mr. Balmer has always devoted his energies to rural educational work. His school-teaching experience consists of four years at local schools in Kansas, two years as agricultural instructor at Lewiston, Minn., and two years as superintendent of the LaCrosse County School of Agriculture and Domestic Economy in Wisconsin. While teaching in Minnesota and Wisconsin he did some pioneering in the extension field, and in June, 1913, began his career as an extension worker. He started as a district supervisor in Minnesota, soon was promoted to

assistant county agent leader, and from July, 1915, to October, 1930, has served continuously as State county agent leader in Minnesota,

During the World War Mr. Balmer was instrumental in the organization and expansion of the county agent service in Minnesota to include 86 rather than 18 counties. At different times during his experience he has had occasion to see and study at first hand the agriculture of different sections of the country.

Mr. Balmer combines many of the features desirable in an extension worker; he is well educated, an experienced teacher, farm born, farm reared, a farm owner, and sees agriculture as a national industry.

L. A. OLSON

Lawrence A. Olson was appointed director of extension work in Mississippi, effective September 1, 1930, to succeed R. S. Wilson. Mr. Olson was born February 17, 1890, in Grenada County, Miss., and for 19 years remained there working on the farm and going to school. He continued his education at the Mississippi Agricultural and Mechanical College, where he graduated with a bachelor of science degree in agriculture in 1914.

His work has always been centered around agriculture. Before entering the extension service, his experience included landscape gardening in California and actual farming and managing a hog ranch in Mississippi. In 1916 he entered extension work as a county agent in Mississippi and three years later was

promoted to district agent, which position he held until his recent election as director of extension.

R. R. THOMASSON

Robert R. Thomasson, recently named assistant director of the Missouri Agricultural Extension Service to fill the vacancy created by the death of former Director Arthur J. Meyer, is a true Missourian in point of service as well as by birth. He was born on a farm in Madison County, near Fredericktown, and has given 11 years of service to Missouri agriculture.

Mr. Thomasson was graduated from the Missouri College of Agriculture in 1917, and during the same summer attended the second officers' training camp at Fort Sheridan, Ill. He was commissioned first lieutenant and was assigned to duty with the Three hundred and forty-first Infantry, Eighty-first Division, then training at Rockford, Ill. He was later transferred to the One hundred and fifty-second Depot Brigade at Camp Upton, N. Y.

In August, 1919, Mr. Thomasson became county extension agent for Webster County, leaving there January 1, 1921, to become State extension agent for the southwestern district of Missouri. After three years of supervision of the southwestern district he was placed in charge of the northern district of the State. He retained this position until his appointment as assistant director of the extension service.

Illinois Clean-Up Campaign

A movement which started as a single lesson on outdoor planting has proved so popular that the home bureau of McLean County, Ill., has developed it into a 5-year "Clean-up and beautifying" campaign. Although it is still in the early stages of its first year, the 5-year plan has 40 entries. Seventeen of these have sent in information on water to the State department of health to ascertain if their water is safe for drinking purposes. Thus they already have completed the first step in the clean-up and beautifying work, according to Miss Clara R. Brian, home adviser of the McLean County Home Bureau.

Oddly enough, the present "Clean-up and beautifying" campaign had its start in a project on interior decoration which the McLean County Home Bureau was carrying on as one of its major lines of work two years ago. At that time those who were participating in the project studied the interior of the home with one lesson on outdoor planting. A lively interest as well as a need for some work in beautifying the home grounds resulted in the start of what was called a "Clean-up and beautifying" campaign. That year anyone who wished to do so was allowed to enter the contest. The yards were scored in the beginning and again in June when the contest closed. Four divisions and classes were provided in each division and class. The yard showing the greatest improvement over the first score was declared the winner. Nurserymen and florists cooperated by giving prizes such as shrubs and bulbs, while the farm bureau presented as a first prize a flag to the town making the greatest improvement. In this contest there were 159 entries.

Plan Improved

Thus encouraged, those in charge of the project decided not only to continue it but also to improve it. The plan which is being carried out this year and which is the 5-year, long-time project was worked out by the farm adviser and the home bureau in cooperation with the home-beautiful committee, consisting of the county chairmen and one representative from each of the four districts.

Scoring the Yard

An advantage of the new plan, as pointed out by Miss Brian, is that it does away with the competitive spirit except as each entry is competing against his own record. Anyone wishing to enter the contest obtains an entrance card

and then a committee consisting of the home-beautiful chairman of that particular unit of the home bureau and two other persons, preferably from an outside unit, form the committee for scoring the yard. If a yard scores a grade of 80 for the first year's requirement, it is ready for the second year's work, and if it can make a grade of 85, it is ready for the third year, and so on; thus no home owner is kept waiting and can make improvements as fast as he wishes. If necessary, the clean-up and beautifying can be carried on longer than five years. The results are to be announced each year at the annual meeting in June, and when ideal conditions have been reached in any one yard, tours will be made to that home to see the results. There are to be no prizes given, and the only incentive to the entrants will be the honor and satisfaction which come from having a clean yard.

The score card as finally accepted required three days' work by the committee. It is so arranged that the requirements on any one point are increasingly greater as the project progresses from one year to the next. For instance, the yard is the first point on the score card and 15 points of the total of 100 are allotted to it.

Scores Made

A perfect score on the yard during the first year the project is being carried on requires that it be free from rubbish of all kinds. The following year, or the second one of the project, a perfect score requires that the lawn be mowed or the soil prepared for grass and that poultry and livestock be kept out of the yard. In order to get a perfect score the third year, those participating in the project must have a yard with growing grass or sod which is well kept. Also, they must have started to screen out unsightly places and to remove rubbish from the barnyard. The fourth year the perfect score of 15 points on yard is given only to those where there is a foundation or border planting and shrubs are kept in good condition. Also, in this year of the project, more attention must be given to sanitation of the barnyard. Finally, in the fifth year the yard must be adequately planted according to plans and kept in good condition. The barnyard must be well kept as a barnyard. Similar requirements which become greater from year to year also are provided for on nine other points, including the house itself, sewage disposal, water supply, garbage disposal, fly control, play facilities for children, a walk, trees, and vegetable and flower gardens.

Window Curtaining

Whether window curtaining is undertaken for its decorative possibilities or merely as a necessity for privacy, a good many yards of material must be bought to curtain even a very small home. This item consequently occupies an important place in the family budget, especially as curtains must be replaced every few years.

Room-improvement work has given nearly all extension people experience with curtain problems of home makers. When confronted with the immense variety of drapery fabrics now on the market and the many possible treatments for



Attractive window drapes

windows, the average woman is apt to feel very uncertain as to the best choice for curtains for a given room.

"Farmers' Bulletin 1633, "Window Curtaining," which has just been published, is intended by the Bureau of Home Economics to help the housewife with most of the difficulties she is likely to encounter, both in the selection and the making of curtains. Over 35 fabrics are mentioned. Their suitability for rooms and curtains of different kinds is discussed. Glass curtains, with or without side draperies or valances; casement curtains; draw curtains; and curtains for special types of windows are all described and complete directions are given for making each kind at home. While the supply lasts the bulletin is free, but experience with an earlier publication on the same subject, which was rapidly exhausted, would indicate that first comers are best served. If a quantity is desired for extension work, order in the usual way, through the Office of Cooperative Extension Work.

Music Appreciation in Iowa

STUDIES in music and music appreciation are being used in Iowa among farm bureau women, not only as an educational project but to increase interest in home-economics training schools, township farm bureau meetings, picnics, 4-H club meetings, and other gatherings, says L. R. Combs, extension editor, Iowa State College of Agriculture and Mechanic Arts.

The work was started last spring when training schools were held in 29 counties having home demonstration agents. These training schools were attended by the county home demonstration agent and 3 people from each township, making an attendance of about 50 to 75 persons at each meeting. Training schools were also held for extension specialists so that they could make use of the music-appreciation work in counties which did not have home demonstration agents. As a result, musical study is being used in all 29 of the counties having home demonstration agents, and in practically all the other counties in the State. At the meetings last spring approximately 1,440 home demonstration agents and local leaders were reached. These local leaders in turn gave the same lesson to the women attending the follow-up schools in the various communities in the county.

Training Schools

The training which is being used this year consists of five units—English, Scandinavian, Czechoslovakian, German, and Hungarian. In each of the units a song, a listening number, and a folk game are used. One of the most popular is the English unit consisting of "John Peel," a hunting song of interest to both men and women; a composed number, "Shepherds' Hey," by Grainger; and "Green Sleeves," a folk game. Not only is the music studied but the history of the songs and games, some of which were played as early as Queen Elizabeth's day,

and any stories connected with them are told.

This year each home demonstration agent is devoting about 20 or 30 minutes of the regular home-economics training school to this course. One unit is presented with each lesson. The local lead-



An achievement-day folk dance

ers have expressed much appreciation of this feature and reported that they are using it successfully in their local communities in connection with various meetings.

Value of Music Study

According to Miss Neale S. Knowles, State home demonstration leader in Iowa, the music study has several values. The ability of both farm women and farm men to understand and enjoy good music is increased where the music project is used in connection with township meetings and other gatherings. Community activities are strengthened through the use of music, which will interest many persons who would not be reached otherwise. Variety and interest are provided for training-school programs and other meetings. The project, especially the folk songs, provides recreation that is worth while. Many farm-bureau groups enact folk songs at picnics or present them as a part of the program at a regular meeting. The music work also brings about better cooperation between adults and youth, both in work and in play.

The numbers in the Czechoslovakian unit are a folk song, "Morning Comes Early"; a folk game, "The Wheat"; a listening number or a composed number; and "Largo" from "The New World Symphony," by Dvorak. In the German unit are found as a folk song, "Alleluia," an old German choral number; a folk dance, "Come Let Us Be Joyful"; and a listening number, "Andante" from "Surprise Symphony," by Haydn. In the Scandinavian unit are found the folk song, "Oh Vermeland, Thou Lovely"; a Swedish number; a folk game, "Shoemaker's Dance," of Danish origin; and a composed number, "Norwegian Bridal Procession," by Grieg. The Hungarian unit consists of the folk song, "The Song of Seasons"; a folk dance, "Cshebogar"; and a listening number, "Hungarian Dance Number Six," by Brahms.

America's contribution to the list of folk songs was "Nelly Was a Lady," by Foster, and the folk game, "The Virginia Reel." "Turkey in the Straw," by Davis Guion, was used as an example of a folk tune.

Using a miniature kitchen which exemplified the modern model workshop with the correct surface heights, the proper storage facilities, desirable floor coverings from a standpoint of sanitation, and correct grouping of equipment, Mary Collings, home demonstration agent in De Soto Parish, La., shows the women by the "Missouri (show me) system" what the well-equipped kitchen should have to qualify as a 1930 model. She places the replica in her car and visits the women individually and in group meetings so that all interested in improving their kitchens may receive first-hand information. So much interest has been manifested that the agent is now conducting a kitchen-improvement contest and will offer prizes to those kitchens which show the greatest improvement at the least relative expenditure of money.

New Hampshire Women Enjoy Camp

What does one get out of a farm woman's camp? Fifty-eight women attending the camp held in Hillsborough and Cheshire Counties, N. H., answered the question for themselves, says Miss Florence L. Hall, of the Federal Office of Cooperative Extension Work.

The two home demonstration agents in charge of the camp, Myrtis Beecher and Miriam Parmenter, asked the women just before they left for their homes to write down their "remembers" about the camp. Here are some of them:

"I will remember the sunshine on Norway Lake after breakfast, soft ripples, quiet, and a boat to row."

"The song of the wood thrush once heard is never forgotten."

"I remember how fine it was to have such good food to eat and not have to cook it."

"I shall remember the delicious freedom from my 'party line,' that incessant telephone which seldom allows me to feed the chickens, cut the asparagus, or finish a meal or a nap."

"I remember the beautiful lake, with the green trees and church spire just

showing above, and a clear bell ringing across the water."

Benefits Derived

In addition to "remembers," what was gained at this camp? The answer was that the combined benefits of rest, recreation, information, and inspiration, meeting old friends and making new ones, the happy, friendly informality of camp life, the lessons, the singing, and the games all contributed to give the farm woman camper new ideas and an enlarged vision to take back to her family and to her community.

Miriam Parmenter, home demonstration agent, in commenting on their camp in New Hampshire, said: "These days at camp serve a purpose that our regular extension meetings never can. We become acquainted with the women, and a comradeship is developed as we work, play, and eat together. We can count on these women to help in the various extension activities in our counties, for after our farm woman's camp they have a better understanding of extension work and its objectives."

and make them feel the satisfaction that they would get from accepting our solution, as far as these farm people are concerned our influence is nil. Therefore, in building an extension program for the farm and home the first problem of an extension worker is to make the people conscious of their own difficulties.

Again, it is well to keep in mind that farm people are meeting certain situations continually, and what we are attempting to do through the extension service is to help them to clarify their own thinking and to give them ideas, facts, and standards that will enable them to meet the situations more successfully in the future than they have in the past. That the farm people are reacting to these ideas is evident from the fact that during the last five years for the United States as a whole over 200,000 farm homes were abandoned, or more farm families than are now found in all New England, New Jersey, Delaware, and Maryland, or in any one of the following States: Wisconsin, New York, Pennsylvania, Minnesota, or Illinois. The rate has been twice as fast between 1925-1930 as between 1920-1925. One third of the boys and girls born on farms seek other occupations from economic necessity. Annually 200,000 farms change ownership and two or three times as many have new operators. It is in connection with the choices made under these circumstances that a clear conception of what the farm will provide in the form of a living is considered a necessity.

Over 2,000 people from all over America attended and participated in this conference. Among them were seen the faces of ex-Governor Lowden, of Illinois; Liberty Hyde Bailey, of Cornell; Dr. K. L. Butterfield; George (A. E.) Russell, of Ireland; Secretary Wilbur, of the Department of the Interior; Senator Arthur Capper, of Kansas; Dr. Stephen Moulton Babcock, of Madison, Wis.; President Glenn Frank, of the University of Wisconsin; Dean Coffey, of Minnesota; Dean Mann, of Cornell; and many others of prominence in the affairs of rural America.

Meeting of American Country Life Association

"The best we have ever had!" was the verdict of the sponsors of the annual meeting of the American Country Life Association just closed at Madison, Wis. The topic, "Standards of Living," seems to have a wide scope and a popular appeal.

The States of Minnesota and Wisconsin turned their entire extension organizations loose to "browse 'round" in this conference, and six or seven other States were ably represented by extension workers. The wide range of discussion covered many things outside the field of extension work, but a few concrete problems came vividly into the foreground and were pronounced fundamental in the agricultural extension program.

Extension Problems Discussed

Can extension projects in rural electrification be carried out, and how? Can the farmer afford to use and pay for "high line" service, and, if he does, what will it bring to him and his family in the way of comfort and convenience that they do not now enjoy?

Will the coming of electricity to the farm provide more leisure and more opportunity for its enjoyment than are now

available to people on the farm? How will this affect extension teaching?

Can farmers get the full benefit of social, educational, and economic institutions so long as their local roads are impassable to modern motor traffic?

Can the farm be made so comfortable and so attractive that it will become a place to retire to instead of getting away from in the evening of the farmer's life?

Can the farmer pay for all these things? Will his desire to possess them lead him to find a way to pay for them in the reorganization of his business and the improvement of his practices?

These are some of the vital problems discussed by the conference which may be woven into an extension program appropriately right now.

Mr. Eugene Merritt, extension economist, Office of Cooperative Extension Work, United States Department of Agriculture, who addressed one of the sectional meetings, said in part:

There is one very basic principle in extension work that we all have to recognize if we are to succeed. It makes no difference how much wisdom we may have, how thoroughly we have analyzed the problems of a group of farm people, and how satisfying the solutions are which we may offer, if we can not make these people conscious that they have the problem that we recognize they have,

In order to determine what are the things that hold the interest of club members over a period of years, Harold Eastman, club agent in Hampshire County, Mass., sent out questionnaires to 100 of his club boys and girls who had been in the work four years or more. Forty-three questionnaires were returned and showed the following frequency distribution: Prize trips, 24; training in leadership, 19; county or state-wide meetings, 18; opportunity to compete for cash prizes, ribbons, and cups, 17; judging contests, 16; new friends, 15; inspiration at 4-H camps, 13; opportunity to make money, 11; encouragement from leader or club agent, 10; liked to exhibit, 6; opportunity to learn new things, 3; and enjoy project work, 3.

Kentucky Studies Methods

A 2-day methods study was conducted recently in each of two Kentucky counties carrying on a home demonstration program. This study was undertaken by Grace E. Frysinger, senior home economist, United States Department of Agriculture, in cooperation with the home demonstration agent, the assistant State leader in charge of the county, the State leader, and the specialists working in the county at that time. All who participated felt that the study was of great value and that all home demonstration agents should have the opportunity of participating in a similar conference. Consequently, the outline for the conference was revised to make it a little more general, and four methods studies were conducted by the State leaders in districts, with home demonstration agents from several counties participating.

Preparation for Study

The agents were asked to do some studying in preparation for the conference. Each agent was furnished with a typed outline of the topics for discussion with plenty of space left for notes. The study was carried on under the following main topic heads: General aims of the extension program, aims of any project, responsibility of the extension worker to farm people and to the extension service, advantages and disadvantages of the adult as a learner, steps in the learning process, value of devices in creating interest, getting action, assuring satisfaction to farm people.

Value of Contacts

In addition attention was given to the analysis of adult groups concerning mental characteristics, to a discussion of extension devices as to their value in interesting people of different mental characteristics, to a review of steps in the teaching process, and to a review of teaching methods. The values of individual, large group, and small group contacts in extension teaching were discussed, and a list of cooperating agencies which have been and could be used in extension teaching was made.

After the State had been covered by these small-group conferences, similar conferences for groups of new agents will be held once or twice a year. It is believed that the small conferences are of more value to an agent who has been in her county at least six months, as she has had a chance to become somewhat extension-minded, to have made a good many contacts, and to have met some extension problems. Agents who have had



Winning wash dresses designed by home makers

Successful Contestants in Wash-Dress Contest

The highest-scoring wash dress designed to be made by the members for suitable wear to home-makers' club meetings in each of the 16 Cass County, N. Dak., clubs is shown in the above group of home makers, representing 17 clubs at the annual county-achievement day held in Casselton, June 24. The three highest-scoring dresses in the State were selected from those made by the county members, according to the records of Miss Julia E. Brekke and Miss Inez J. LaBossier, extension clothing specialists in charge of the clothing phase of home-makers' clubs. More than 6,750 were in attendance at meetings in these counties and 1,302 dresses, made by the women, were shown.

longer experience generally make a much greater contribution to the study.

Agents Benefit

These conferences have been very helpful. The agents who have participated have almost unanimously reported benefits, some of which are listed below:

1. Reviews some nearly forgotten theory of education and helps apply it to the extension field.
2. Gives a background to which extension problems can be referred.
3. Stimulates and clarifies thinking.
4. Increases teaching efficiency.
5. Helps to diagnose some of the problems and suggests means of undertaking their solution.
6. Gives a bigger vision of the extension job.
7. Helps in program building.

Ewes return their owners two crops each year—wool and lambs. In addition, they clean up feeds on the farm which otherwise would be wasted.

Assisting Young Mothers

Massachusetts is making a concerted effort in every county to enroll young mothers in the extension program. One of the most successful means used for interesting the young mothers is shifting the emphasis from the projects which are primarily of interest to older women to the projects which are primarily of interest to the mothers of young children, such as child feeding, child clothing, child care and development, and parent education. Mailing lists of mothers are classified as to the ages of the children so that appropriate material is sent out to the different mothers. Then, follow-up cards are sent out to ascertain whether or not the information offered is filling the needs.

After the interest is aroused the home demonstration agents assist in formulating plans for taking care of children while the mothers are attending extension meetings. The young mothers are kept in the extension program by giving them a share of the advisory council and leadership positions.

Arkansas Undertakes Development of Area Program

The building of long-time programs of agriculture in areas of the State having similar soils, climate, and people is now under way in Arkansas. There are nine areas in the State in which these conditions are very similar; viz:

- Coastal Plains area.
- Mississippi Delta area.
- Central Hill area.
- Crowley Ridge area.
- Rice area.
- Northwest limestone area.
- Arkansas River Valley area.
- Ouachita Mountain area.
- Red River Valley area.

Recently conferences have been held in these areas to make preliminary plans for building these programs. Assistance was given at these conferences by C. L. Chambers, of the Office of Cooperative Extension Work. The conferences were attended by leading farmers and farm women, extension workers, railroad agriculturists, and other commercial agriculturists, vocational agricultural teachers, secretaries of chambers of commerce, county key bankers, and others interested in agricultural development.

An attempt was made to coordinate all agricultural programs and to develop one program, which will include both the farm and farm home, on which all agencies may center their efforts.

Plans for Studies

At the preliminary conferences the plan was presented and discussed. Suggestions as to types of studies to be undertaken in the area before setting up the program were made. Plans were outlined for the appointment of committees to study each activity relating to the farm and farm home and work out recommendations on this study to be included in the final report. The subject-matter specialists of the extension service were designated as members of the committees relating to their special subject matter.

All available information on the area from the State agricultural experiment station, the United States Department of Agriculture, and from other sources relating to commodities in each area is to be assembled and made available to these committees.

February Conferences

After the committees have had a sufficient time to assemble their recommendations, another conference is to be held in the area, when all committees will come



Miss Sylvia Bretoi, 4-H club winner

Club Girl Wins Scholarship

Miss Sylvia Bretoi, of South St. Paul, Minn., who has been a 4-H club member for four years making fine records in bread making and the garden club work, was selected as one of the 15 girls in the United States who received scholarships from the University of Rumania for study during the year beginning September 1. Sylvia left for Bucharest early in August. As a 4-H club member she represented Dakota County at State events in both projects and excelled in demonstration work. She is still an enthusiastic "4-H'er," being a member of the Gopher College 4-H Club at the University of Minnesota.

The scholarship which Miss Bretoi has been awarded is being given by the Rumanian school as a means of fostering friendly relations with our country.

together to have hearings on their recommendations and to then submit them for final approval. It is expected that this second series of conferences may be held during the month of February.

Census and Farm-Management Data Being Used

The programs when worked out will be printed and used as a working basis for all agricultural work by all agencies. The cooperation between all forces in working these out has not been surpassed in any other undertaking. The new census data now being made available and farm-management data which are compiled for each county in the State are being used in indicating trends in each area.

Extension Problems Studied

A study of problems centering around the supervision of extension work is being undertaken by W. W. Clark, assistant county agent leader in Wisconsin, who has been loaned to the Federal Extension Service for that purpose by the Wisconsin Extension Service.

The study of the technique of supervision will be concerned with the objectives of supervision, the preparation and training of supervisors, the supervisory programs for reaching objectives, and ways and means of appraising the results of supervision.

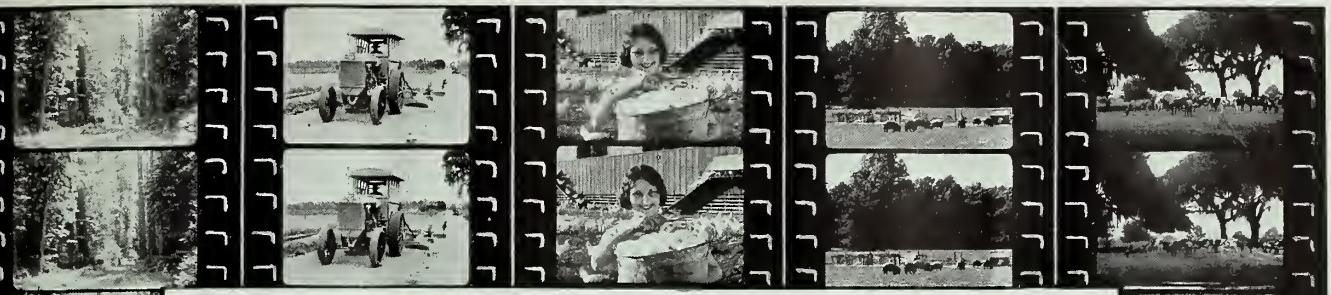
A detailed analysis will be made of the supervisory situation in representative States, while general data will be assembled for the entire country. A cross section of county agricultural agents, home demonstration agents, club agents, and subject-matter specialists will be asked to indicate the kinds of assistance most needed from supervisors to enable them to increase their effectiveness.

Mr. Clark will work in cooperation with M. C. Wilson, in charge of the division of extension studies and teaching of the Office of Cooperative Extension Work. Other studies being conducted during the current season by this unit of the Federal Extension Service in cooperation with the State extension services include the home-garden project, kitchen-improvement project, home-management project, wheat-belt program, and legume project.

A Nebraska Home Project

A project on making the home attractive was carried in seven Nebraska counties last year under the direction of E. H. Hoppert, specialist in horticulture. Seventeen leader-training meetings for 170 clubs were held with an attendance of 168 men and 369 women. These men and women held 181 local meetings with an attendance of 3,116. It is reported that this project resulted in 3,948 farm improvements, such as cleaning up the yard and planting trees and shrubs.

The outstanding work in this project was done by Custer County, where the project was enlarged to include farm forestry and beautification, thereby enlisting the cooperation of Clayton Watkins, forestry specialist; Rizpah Douglass, home beautification specialist, and Merrill M. Gould and Leona Davis, county extension agents, as well as Mr. Hoppert. In Custer County over 100,000 seedling trees, distributed by the extension service, as well as several thousand sold by nurseries, were planted for farm beautification, woodlots, and windbreaks.



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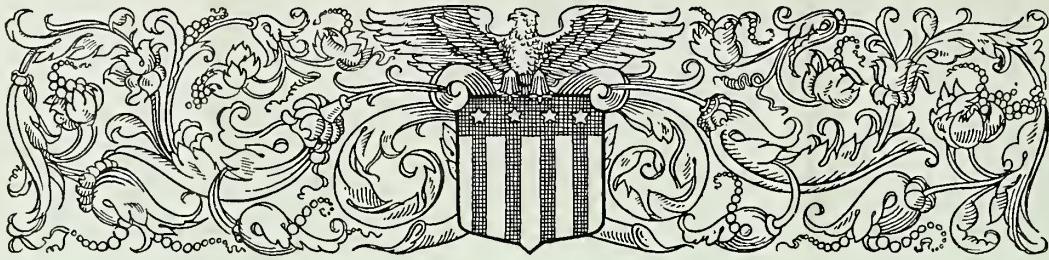
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WHEN every farmer in the South shall eat bread from his own fields and meat from his own pastures, and, disturbed by no creditor and enslaved by no debt, shall sit amid his teeming gardens, and orchards, and vineyards, and dairies, and barnyards, pitching his crops in his own wisdom, and growing them in independence, making cotton his clean surplus, and selling it in his own time, and in his chosen market, and not at a master's bidding—getting his pay in cash and not in a received mortgage that discharges his debt, but does not restore his freedom—then shall be breaking the fullness of our day.

—HENRY W. GRADY.

